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FDOU Project 26A Part 5 Task 1 - Our Florida Reefs (OFR) Survey Outreach Efforts

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FDOU Project 26A Part 5 Task 1–Our Florida Reefs (OFR) Survey Outreach Efforts

Florida Department of Environmental Protection
Coral Reef Conservation Program
Project 26A Part 5



FDOU Project 26A Part 5 Task 1—Our Florida Reefs (OFR) Survey Outreach Efforts

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2/2/2015

Completed in Fulfillment of RM150 for

**Florida Department of Environmental Protection
Coral Reef Conservation Program
1277 N.E. 79th Street Causeway
Miami, FL 33138**

Project 26A Part 5

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Executive Summary

This report contains summaries of the OFR survey outreach activities completed in Miami-Dade, Broward, Palm Beach, and Martin counties between October 1st, 2014 and February 2nd, 2015.

A total of seven presentations were given in Broward, Palm Beach, and Martin Counties. These presentations were for groups such as dive clubs, underwater photography clubs, fishing clubs, and environmental professionals clubs. Unfortunately, due to scheduling conflicts no survey presentations have been given in Miami-Dade County to-date. Summaries of these outreach presentations include the name of the club, location of the presentation, number of people reached, demographics, questions and responses during the presentations, and any flyers, emails, and/or pictures associated with each presentation. Table 1 displays these presentations indicating the club name, type of club, type of event, date of presentation, event location, and county.

A total of 25 locations were visited to hand out survey postcards. These included three dive shops in Miami-Dade County, six dive shops in Broward County, ten dive shops, one surf shop, and one fishing store in Palm Beach County, and one dive shop and two marinas in Martin County. Table 2 shows survey outreach locations visited, their address, and the date visited.

Survey outreach emails were sent to over 45 different groups targeting thousands of people. The largest was FWC at 15,000. Efforts were also made to email all registered fishing license holders in south Florida totaling several hundred thousand emails, but no organization (FWC, NSU, FDEP) could send the email due to information privacy rules. Social media included Facebook and Twitter account postings on various reef related group pages such as Florida's Coral Program, Protect Our Reefs, and Divers Direct. Articles were also posted on various forums such as Scuba Board and Florida Sportsman.

Working with OFR and DEP staff, Joe Donzelli, NSU's Associate Director of the Office of Public Affairs, wrote a press release to highlight the OFR survey and its importance in the effort to protect Florida's reefs. Various media groups covered the story including The Sun Sentinel, The Fishing Wire, and Nova Southeastern University's Shark Bytes.

The outreach had a substantial effect on the number of survey respondents. The highest peaks in survey participation occurred in 2014 on October 16th, 22nd, and 23rd with 61, 45, and 64 survey registrations created those days respectively. The second largest spike on October 16th, 2014 may be due to the social media posts created and shared that day. An example of some of these posts can be viewed in Figure 13. Facebook post by Protect Our Reefs promoting the OFR survey. and Figure 14. Facebook post by Florida's Coral Program advertising the OFR survey. It is important to note that October 16th, 2014, that date this post was created and shared by sixteen others, had a large spike in survey responses.. The FWC email to over 15,000 people on October 22nd, 2014 accounted for the third largest spike in survey participation and the Sun Sentinel media coverage on October 23rd, 2014 accounted for the largest. Because the Sun Sentinel article and the FWC email occurred on consecutive days, it is difficult to determine which outreach effort actually produced more participation.

Recent efforts have not had as much impact on increasing the number of respondents. From the start of the survey on August 30th, 2014 to the present date, survey collection numbers have leveled off dramatically. The first 500 surveys were collected in the initial three months between August 30th, 2014 and December 1st, 2014. The next two months produced only 120 surveys. Outreach will continue until the end of the survey at a diminished effort. Four survey outreach events are presently booked from February 2nd until the close of the survey. Three of the presentations are for dive clubs in Broward and Palm Beach Counties and one is for an environmental committee in Palm Beach County.

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List of Acronyms

ADA- Active Divers Association
COTF- Coastal Oceans Task Force
CRCP- Coral Reef Conservation Program
CWG- Community working group
DST- Decision support tool
ESRI- Environmental Systems Research Institute
FDEP- Florida Department of Environmental Protection
FDOU- Fishing, Diving, and Other Uses
FMLA- Florida Marine Life Association
FWC- Florida Fish and Wildlife Conservation Commission
GCFI- Gulf and Caribbean Fisheries Institute
GPS- Global Positioning System
IGFA- International Game Fish Association
MIASF- Marine Industries Association of South Florida
NOAA- National Oceanic and Atmospheric Administration
NSU- Nova Southeastern University
OFR- Our Florida Reefs
RSMAS- Rosenstiel School of Marine and Atmospheric Science
SEAFAN- Southeast Florida Action Network
SEFCRI- Southeast Florida Coral Reef Initiative
SFAEP- South Florida Association of Environmental Professionals
SFUPS- South Florida Underwater Photography Society
USA – Under Sea Adventurer

Introduction

In 2004 the Southeast Florida Coral Reef Initiative (SEFCRI) identified 140 local action strategies to better understand and manage southeast Florida coral reefs. Within the Fishing, Diving, and Other Uses (FDOU) priority threat area, Project 26 to “*Organize and hold public workshops to obtain input on the condition and usage trends, possible resource goals, and the potential (i.e. rationale, effectiveness, alternative approaches, etc.) of traditional fishery management and special management zones to achieve targets...*”, was developed as a stakeholder driven community planning process called *Our Florida Reefs* (OFR). The process began in June 2013, with a series of informational meetings for the residents and stakeholders of the southeast Florida region from Miami-Dade, Broward, Palm Beach, and Martin counties about the purpose of the process and how they could be involved. The second step was to select stakeholders from all four counties to serve on a North and South Community Working Group (CWG). Those CWGs of agency and non-agency individuals will spend approximately 18 months representing their stakeholder group and developing management options for the reefs of southeast Florida. To inform the CWG of current resource use, inform a wider audience about the process, and provide an avenue for the broader community to communicate to the CWG; social data, both spatial and non-spatial, are being collected using the OFR online coastal and ocean use survey. Various stakeholders (dive shops, charter fishing boats, etc.) have been and will continue to be informed about the OFR process and given a tutorial on taking the online survey until the survey closing date. Visiting these various stakeholders ensured a higher stakeholder participation rate and thus more robust data. Using the spatial component of this social data, GIS layers will be created showing where, how, and how often the different stakeholder groups are using the reefs in the southeast Florida region. These essential data layers will be added to those currently available, aiding in the decision making process. By understanding how stakeholder groups are using the reefs, spatial conflicts may be avoided or addressed, leading to better management options.

1. OFR SURVEY OUTREACH ACTIVITIES IN MIAMI-DADE COUNTY

1.1. Grove Scuba

Grove Scuba located at 3310 Mary St. Coconut Grove, FL 33133 was visited on December 2nd, 2014. The dive shop owner was unavailable but the employees, including the manager was informed about the OFR process and survey. None of them had heard of OFR or knew about the survey and were very interested to learn more and help get the word out. They asked about how the port dredging would affect the reefs and decisions made but I was unable to give a definitive answer as that question was outside of my scope. They allowed flyers to be left on the counters for their patrons and said they would tell their patrons about the survey, especially those who book charter dive excursions.

1.2. Ocean Safari Diving Adventures

Ocean Safari Diving Adventures located at 677 SW 1st St. Miami, FL 33130 was visited on December 2nd, 2014. The employee was informed about the OFR process and the survey. She seemed unaware of it until I pulled out the survey postcards and

she indicated that she already had a large stack that was delivered by Nick Morrell, a south CWG member.

1.3. Tarpon Lagoon Dive Center

Tarpon Lagoon Dive Center located at Miami Beach Marina 300 Alton Rd. Miami Beach, FL 33139 was visited on December 2nd, 2014. Only one employee was in the dive shop when visited and he was vaguely familiar with the OFR process and survey. When asked if postcards could be left for patrons, he pointed to a large stack that he said someone had already delivered. He was unable to confirm who had brought them in however.

2. OFR SURVEY OUTREACH ACTIVITIES IN BROWARD COUNTY

2.1. Hollywood Hills Saltwater Fishing Science and Social Club

A presentation was given to the Hollywood Hills Saltwater Fishing Science and Social Club at Shanigan's Eastside Pub, address 1300 S. Federal Hwy Dania Beach, FL 33004 on October 1st 2014. This club consists of both recreational and commercial anglers in Broward and Miami-Dade counties. About 45 members were present. The majority of members were males over the age of 40. Although the location of this meeting was in Broward County, many members were from Miami-Dade County including Bouncer Smith, a well-known charter fishing captain out of Miami.

2.1.1. Questions and responses

- **Question:** Should respondents take the survey on behalf of their whole family?
Response: No, individuals should complete their own survey only for the activities they participate in and the locations they visited.
- **Question:** How should charter fishing captains take the survey? Should they account for the people on their boat?
Response: Charter fishermen should only log activities for themselves and not their patrons. They should urge their patrons to take the survey following the charter trip.
- **Question:** What if we have a lot of areas to map or don't remember exact locations?
Response: We understand it may be difficult to remember exact locations of every place you visited in the past year especially if you are an active reef user. Please log as many accurate points as possible, to the best of your ability.
- **Question:** Can we type in coordinates if we know them? Can we upload a list of spots with coordinate?
Response: Yes, there is a tab that allows you to type in your coordinates. This will bring you to your exact location on the map. Typing in the coordinate does not log the point for you however; you will still have to select the area. Unfortunately, you are not able to upload a list of you coordinates in the survey and must enter each individually.

It is important to note that after receiving these questions, changes were made in the survey to provide clarification to participants. The wording in the instructions was changed to make clear that the survey should be filled out on behalf of the survey respondent only and

not on the behalf of any other party. Also, activity selections were added to include charter fishing boat captains and dive boat captains.

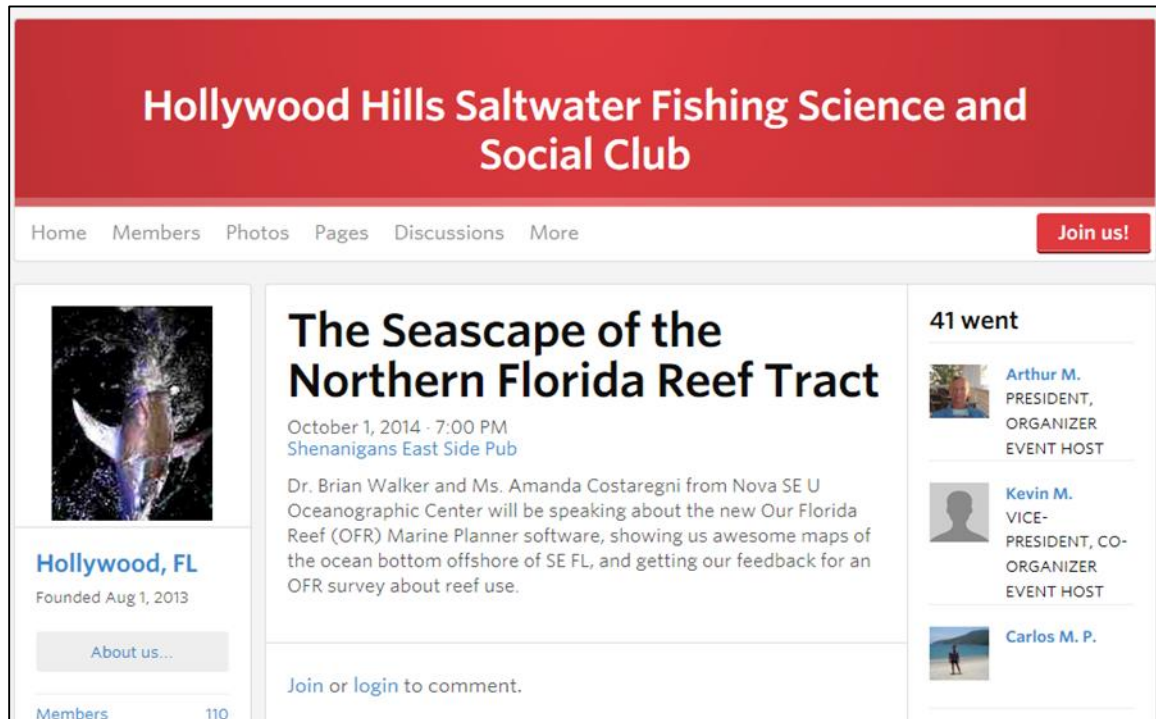


Figure 1. Meet-up announcement for the Hollywood Hills Saltwater Fishing, Science, and Social Club. The image highlights Brian Walker and Amanda Costaregni's presentation on October 1st, 2014.

2.2. South Florida Association of Environmental Professionals (SFAEP)

A presentation was given at the South Florida Association of Environmental Professionals (SFAEP) Symposium at Tree Tops Park 3900 S.W. 100th Ave. Davie, FL 33328 on November 5th 2014. This event was an annual symposium that brought together environmental professionals to learn about some of the newest environmental advancements in South Florida. About 50 attendees were present with a diverse range of gender, age, and ethnicities.

2.2.1. Questions and responses

- Question:** Is the Marine Planner available to the public?
Response: Yes, the Marine Planner can be accessed by visiting www.ourfloridareefs.org and clicking the mapping tab at the top.
- Question:** How long with the survey be open?
Response: We anticipate the survey remaining open until the end of February or early March.

South Florida Association of Environmental Professionals (SFAEP) Annual Symposium

New Technologies and Techniques for Environmental Professionals

Wednesday, Nov. 5th — 8:30 a.m. to 5 p.m.

Oak Ridge Hall in Tree Tops Park
3900 S.W.100th Ave.
Davie, FL 33328

Join us to learn about some of the latest environmental advancements in south Florida from speakers throughout the industry.

Member: \$40.00
Non-member: \$65.00
Includes break snacks and lunch.

Students receive 50% discount.
Must show student ID.
Free if contributing posters!

CEUs available, please inquire with RSVP.

Topics include:

- GIS mapping of the Florida reef tract,
- Drone capabilities for environmental professionals,
- New techniques for addressing invasive exotic plants,
- Latest geophysical technologies and applications in the environmental & engineering industries,
- Sunshot Grant Partnership for solar power, and
- Technologies at FPL's new Port Everglades Power Plant.

AVC
Title Sponsor

Please RSVP to: Ecowilds@gmail.com.

Networking social at Landlubbers Restaurant at the Sandbar Lounge.
10006 Griffin Rd., Cooper City

South Florida Association of Environmental Professionals

SFAEP.ORG

Figure 2. Flyer advertising the SFAEP symposium on November 5th, 2014.



Figure 3. Amanda Costaregni at the survey outreach booth during the SFAEP Symposium on November 5th, 2014. The Marine Planner and the survey were both demonstrated.

2.3. Lighthouse Point Saltwater Fishing Club

A presentation was given at the Lighthouse Point Saltwater Fishing Club meeting at the Lighthouse Point Yacht Club 2701 NE 42nd St. Lighthouse Point, FL 33064 on December 3rd, 2014. There were about 60 to 70 members in attendance. All members were male and the majority of members were middle aged or older.

2.3.1. Questions and responses

- **Question:** How can we get involved? Are there any volunteering opportunities?
Response: One way you can get involved is to take the survey. You will be helping us gain important data that will be used to help the community working groups develop management recommendations. Another way is to contact your local representative on the community working group to tell them about any ideas or concerns you may have. You can also attend any of the OFR meetings as they are open to the public.
- **Question:** Are they thinking about putting mooring buoys out on third reef where it is deeper?
Response: At this point in time, we are unaware of all recommendations that the CWG will make. They have put forth some recommendations that include mooring

- balls but not placement location has been determined. The survey data and other available data will be used in determine which locations are best for recommendations that are place-based.
- **Question:** Can they put some kind of reflective tape on the mooring buoys so that they can be seen in the dark? I have hit them on several occasions because I cannot see them before dawn.
Response: This has not come up as a recommendation by the groups but you may contact you representative and voice your concern so that it may be addressed.
 - **Question:** How will the dredging affect the accuracy of the maps?
Response: I do not believe the overall accuracy of the maps will change much due to the dredging however I am unable to predict the extent to which it will affect the maps at this time.
 - **Question:** How does the Marine Planner and survey benefit fishermen?
Response: Fishermen can find spots of interest using the marine planner and view all of the data available for their region to help them choose their fishing spots. The survey benefits fishermen because it gives them the opportunity to share their data. This data will be important when the CWGs are deciding upon management recommendations for the region.

2.4. South Florida Underwater Photography Society

A presentation was given at the South Florida Underwater Photography Society (SFUPS) at the Courtyard Marriott 2440 W. Cypress Creek Rd. Ft. Lauderdale, FL on January 13th, 2015. About 50 members were in attendance with a slightly higher ratio of males to females. All age brackets were represented.

2.4.1. Questions and response

- **Question:** Is Blue Heron Bridge included in the survey? It is a popular spot amongst underwater photographers
Response: The survey only covers the offshore areas so Blue Heron Bridge is not an area that can be selected in the survey.
- **Question:** Are there any plans to make Blue Heron Bridge a designated dive location?
Response: Currently, there are not any plans to make Blue Heron Bridge a designated dive location that I am aware of.




► **FEATURED PRESENTER:**

Chris Gug

January, 2015 Club Meeting

SFUPS Club Members:



Happy New Year, and let's celebrate with a special presentation from [Chris Gug](#). Gug is more than just an award winning photographer in that he makes it his business as a very successful artist. His accolades come from diverse audiences in the affluent Art Industry to having been named a finalist as a Wildlife Photographer of the Year multiple times. As a friend to SFUPS, Gug gave considerable thought to this presentation thinking what most would benefit from in their new year of photo adventures. We often use the New Year to affirm new things or plan on "what to do" but don't often give much thought on "what not to do."

Post-processing is critical in image-making and Gug is one of the most experienced artists that understand post-processing techniques with numerous prints sold world-wide and widely published in digital and printed mediums. He will give advice and recommendations on how not to go overboard on post-processing along with understanding the math behind a megapixel, bit depth and dynamic range, and a re-explanation of the RAW file format. His techniques are universal to all photo editing applications.


Date: 1/13/15
Time: 6 PM

Society Sponsors










Look forward to seeing you on Tuesday.

Sam Hodge
President - SFUPS
President@sfups.org

Location Details:
[VIEW MAP](#)



Courtyard Marriott North - Cypress Creek
2440 W. Cypress Creek Rd
Fort Lauderdale, FL 33309
(954) 772-7770

6:00PM — Member & Guest Social Hour

7:20PM — Club President Welcome
Announcements/Member Spotlight

7:30PM — "Show and Tell" w/Bernd Meier
Rare Critters: Nudi or Soft Coral?

7:40PM — "Hands On" w/Amanda Costaregni
Nova—Online Socioeconomic Survey

7:45PM — Monthly Club Contest
Masters — Little Creatures
Challengers — Reflections

Club Raffle
Shirts, Fill-cards, and other surprises

8:15PM Featured Presenter — Chris Gug
"After the Click"

Questions or Comments — info@sfups.org

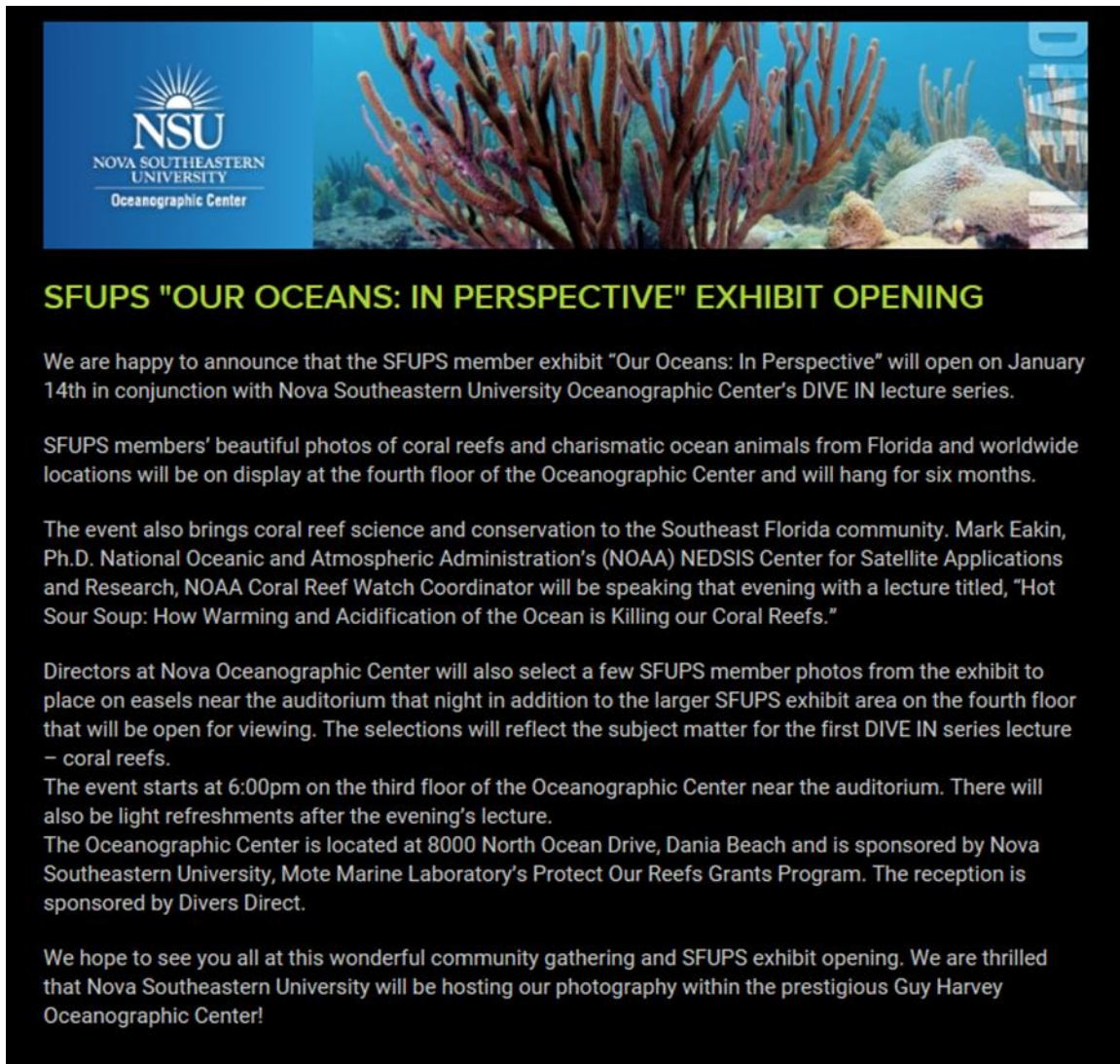
Figure 4. The events page on the SFUPS website announcing the speakers for the January meeting.



Figure 5. Amanda Costaregni presenting the OFR survey at the SFUPS meeting on January 13th, 2015.

2.5. Dive in Lecture Series and SFUPS photo gallery opening

The Dive in Lecture Series along with the SFUPS photo gallery opening occurred at the Nova Southeastern University Oceanographic Center 8000 N. Ocean Dr. Dania Beach, FL 33004 and was attended on January 14th, 2015. Flyers were handed out at the sign-in table as people entered the event. Dr. Dick Dodge was also given a survey flyer. He announced the survey and its importance to our reefs prior to introducing the ‘Dive In’ Lecture Series speaker, Dr. Eakin.



SFUPS "OUR OCEANS: IN PERSPECTIVE" EXHIBIT OPENING

We are happy to announce that the SFUPS member exhibit "Our Oceans: In Perspective" will open on January 14th in conjunction with Nova Southeastern University Oceanographic Center's DIVE IN lecture series.

SFUPS members' beautiful photos of coral reefs and charismatic ocean animals from Florida and worldwide locations will be on display at the fourth floor of the Oceanographic Center and will hang for six months.

The event also brings coral reef science and conservation to the Southeast Florida community. Mark Eakin, Ph.D. National Oceanic and Atmospheric Administration's (NOAA) NEDSIS Center for Satellite Applications and Research, NOAA Coral Reef Watch Coordinator will be speaking that evening with a lecture titled, "Hot Sour Soup: How Warming and Acidification of the Ocean is Killing our Coral Reefs."

Directors at Nova Oceanographic Center will also select a few SFUPS member photos from the exhibit to place on easels near the auditorium that night in addition to the larger SFUPS exhibit area on the fourth floor that will be open for viewing. The selections will reflect the subject matter for the first DIVE IN series lecture – coral reefs.

The event starts at 6:00pm on the third floor of the Oceanographic Center near the auditorium. There will also be light refreshments after the evening's lecture.

The Oceanographic Center is located at 8000 North Ocean Drive, Dania Beach and is sponsored by Nova Southeastern University, Mote Marine Laboratory's Protect Our Reefs Grants Program. The reception is sponsored by Divers Direct.

We hope to see you all at this wonderful community gathering and SFUPS exhibit opening. We are thrilled that Nova Southeastern University will be hosting our photography within the prestigious Guy Harvey Oceanographic Center!

Figure 6. Webpage advertising the SFUPS photography exhibit opening and the Dive In lecture on January 14th, 2015.

2.6. Dixie Divers

Dixie Divers located at 455 South Federal Hwy., Deerfield Beach FL 33441 was visited on January 28th, 2015. Keith, an employee at the dive shop, had not heard of OFR or the survey. He was briefed on both and their importance in helping to protect our reefs. He said he would give flyers to his customers and dive charters.

2.7. Scuba Network Deerfield

Scuba Network Deerfield located at 959 S. Federal Hwy. Deerfield Beach, FL 33441 was visited on January 28th, 2015. The dive shop employee was vaguely familiar with OFR but had not heard about the survey. He was given more information and said he would display the postcards out for customers.

2.8. South Florida Diving Headquarters

South Florida Diving Headquarters located at 2621 N. Riverside Dr., Pompano Beach, FL 33062 was visited on January 28th, 2015. Jeff Torode, a South CWG and COTF member, was there. The dive boats were being re-finished so there were no divers present. They still had many postcards to give out to their customers though so no postcards were left.

2.9. Deep Blue Divers

Deep Blue Divers located at 4348 N. Ocean Dr., Lauderdale-By-The-Sea, FL 33308 was visited on January 28th, 2015. The gentleman working behind the desk was very passionate about our reefs and inquired what our thoughts were concerning the beach nourishments. He also brought up the topic of coral bleaching. He was unaware of OFR but thought it was a great idea after he was informed of its purpose. He was told that although we can't control all stressors such as climate change that can cause bleaching, we are trying to reduce other pressures that affect the reefs such as anchor damage and local sources of pollution. He was excited about the survey and said he would give out the postcards and inform his customers.

2.10. Scuba School and Dive Center

Scuba School and Dive Center located at 3329 East Oakland Park Blvd., Fort Lauderdale, FL 33308 was visited on January 28th, 2015. Mike, the owner of the dive shop and school, was unaware of the OFR process or the survey. He was inquisitive however and was interested in learning more. After the OFR process was explained he voiced that he believes the only way to save our reefs is to take away the fishing and hunting pressures. His concerns were noted and he was informed that this could be a possible recommendation but that data from the survey was important in making these types of recommendations.

2.11. Underseas Sports

Underseas Sports located at 1450 N. Federal Hwy., Fort Lauderdale, FL 33304 was visited on January 28th, 2015. The employees were briefed on OFR as they were unfamiliar with the process and the survey. They were given the survey postcards and asked to help get the word out by giving them to customers.

2.12. Active Divers Association – Planned Outreach Event

A presentation for the Active Divers Association is planned for March 21st, 2015 in John U. Lloyd State Park Dania Beach, FL. This is their 2015 spring kick-off event and includes a BBQ and beach dive. Correspondence has been made with Roy Wasson, the Conservation Projects Director of the Active Divers Association. The email announcement for the event can be found in Figure 7. *Email from the Active Divers Association announcing the survey presentation at the March kick-off event.*

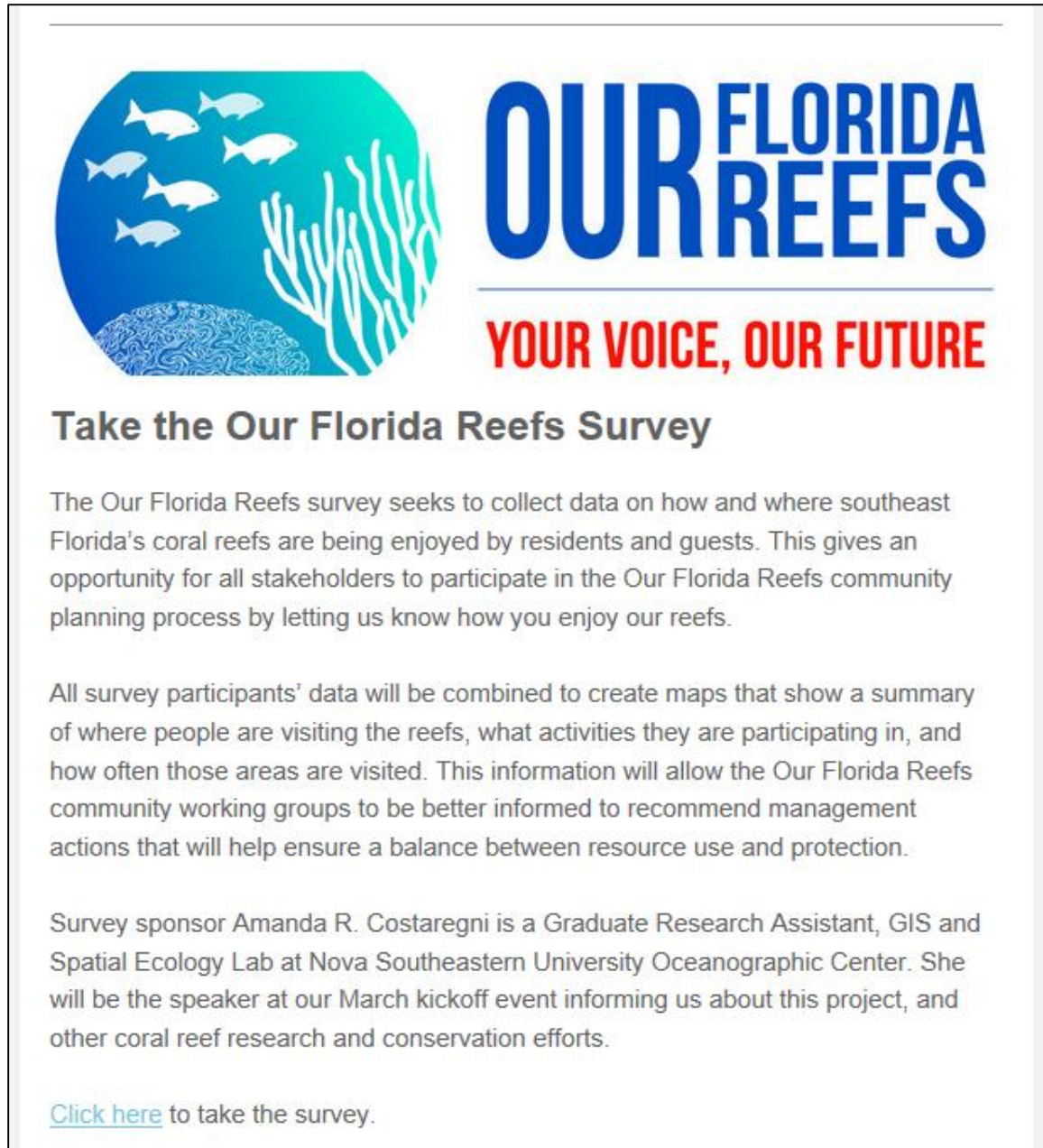


Figure 7. Email from the Active Divers Association announcing the survey presentation at the March kick-off event.

2.13. USA (Under Sea Adventurers) Dive Club - Planned Outreach Event

Vice President of Programs, Kim Whaley, of the USA Dive Club was contacted to book a presentation at the next monthly meeting. A presentation is scheduled for their March 5th, 2015 meeting at the Courtyard Marriott 2440 W. Cypress Creek Road Fort Lauderdale, FL 33309.

3. OFR SURVEY OUTREACH ACTIVITIES IN PALM BEACH COUNTY

3.1. Jupiter Drift Divers

A presentation was given at the Jupiter Drift Divers Club at the Jupiter Fire Station 805 North U.S. Hwy 1 Jupiter, FL 33477 on November 6th 2014. There were about 30 members in attendance with a comparable ratio of men to women. The majority of the members were above the age of fifty.

3.1.1. Questions and responses

- **Question:** Can you save drop a pin to log your activity while you are out on the water using GPS?
Response: Unfortunately, you cannot drop a pin using GPS while you are out on the water. You must log your activity and location by navigating the map as it cannot link to your GPS.
- **Question:** Can you search for dive sites using the search location tab?
Response: Yes, you can type in a dive site to bring you to that location on the map. Only about 50 of the most popular dive sites are in the search function however, so your spot may not come up in the search.
- **Question:** If you come across something interesting at a location can you enter that in the survey?
Response: The survey is only looking at what activities you did and where you did them. It is not equipped to log points of interest. If you have any debris, reef injury, invasive species, coral bleaching, etc. to report however, you can do so by visiting www.seafan.net.



PRESENTS



Brian K. Walker, Ph.D.

Research Scientist

National Coral Reef Institute

Nova Southeastern University Oceanographic Center

Amanda R. Costaregni

Graduate Research Assistant

Nova Southeastern University Oceanographic Center

Dr. Walker is a research scientist at the Nova Southeastern University Oceanographic Center. His research centers on the spatial distribution of organisms, coral reef ecology and geology, reef fish ecology and landscape/seascape ecology particularly as it relates to the effect of latitude and climate change along the northern Florida Reef Tract.

Dr. Walker will be presenting his benthic habitat mapping of the SE Florida reefs. He will briefly discuss the habitats, a historical geological perspective, and how the system changes along our coast. Then he will present the Our Florida Reefs Marine Planner which is an online data viewer that people can use to view the mapping and other regional data and create maps. Miss Costaregni will present the Our Florida Reefs reef-use survey that they have developed to help gather information on where people are visiting the reefs offshore.

Join Us

Thursday, November 6th at 7:00PM

Community Room - Jupiter Fire Station
805 North U.S. Highway One, Jupiter, FL 33477

Figure 8. Email announcement of guest speakers at the Jupiter Drift Divers Club meeting on November 6th, 2014.

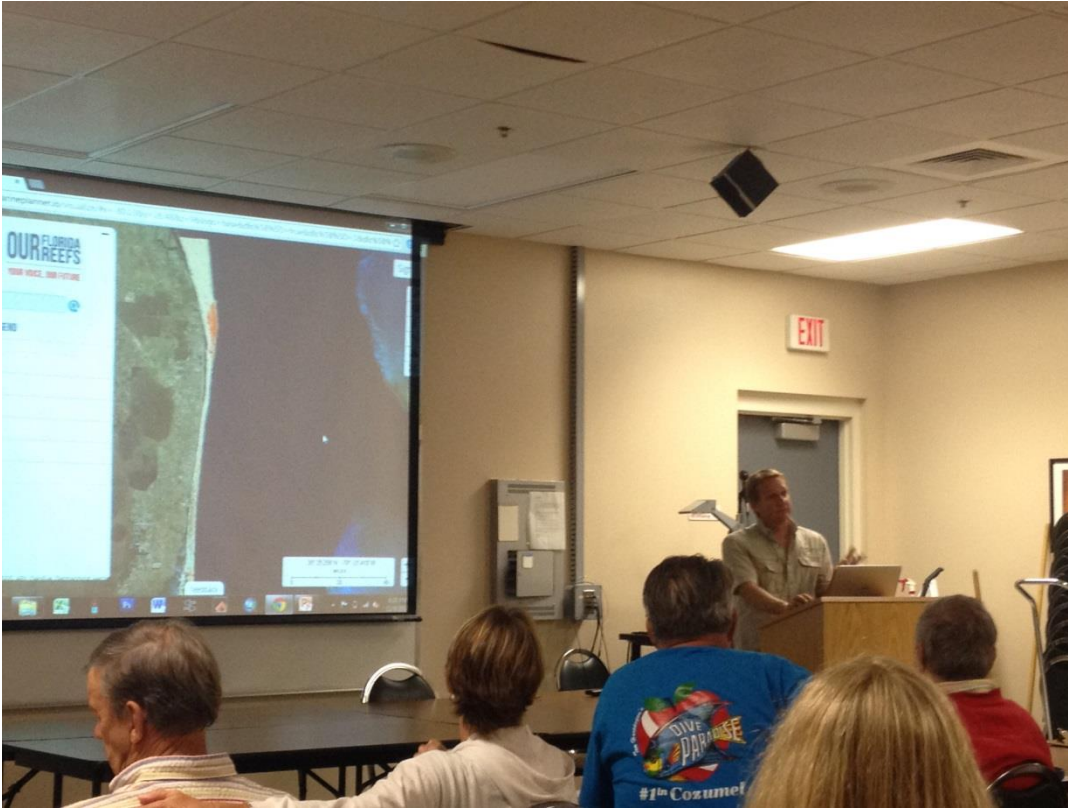


Figure 9. Dr. Brian Walker presenting at the Jupiter Drift Divers Club meeting on November 6th, 2014.

3.2. SFAEP Treasure Coast Chapter

A presentation was given at the SFAEP Treasure Coast Chapter meeting at Brogue's Downunder 621 Lake Ave. Lake Worth, FL 33460 on January 15th, 2015. About 30 members were in attendance with about equal men and women. Although the meeting was held in Palm Beach County, members were from various locations including Broward, Palm Beach, and Martin counties.

3.2.1. Questions and responses

- **Question:** How long will the survey be open?
Response: Originally the survey was only going to be open until early March but we have extended the date until late March or early April.
- **Question:** How have you been reaching out to the public to promote the survey?
Response: We have been reaching out to the public through efforts like this one, giving presentations at various marine related clubs. We have also posted on Facebook, Twitter, and various other social media forums. We have sent out emails to large groups and also have been visiting local dive shops and marinas to hand out flyers.

- **Question:** Is there a scale bar on the survey map?
Response: No, there is no scale bar on the survey map. The satellite imagery, nautical charts, benthic habitat maps, and dive site locations should help to orient you though.
- **Question:** How many surveys have been completed to date?
Response: About 160 surveys have been completed. The number of people who have signed up to take the survey is larger however at over 500. Unfortunately, many of these surveys either haven't been started or are unfinished. We are unsure the reasons behind this at the moment but the results and respondents comments should shed some light on these.
- **Question:** Have you thought about using incentives to get more people to take the survey?
Response: We would like to give incentives to get more survey participation but we do not have a budget that allows for this. Also, we feel that being part of this important process and contributing valuable data should be incentive in itself.

The Seascape of Southeast Florida and the Our Florida Reefs Ocean Use Survey



**Presented by Dr. Brian Walker and Amanda Costaregni
Nova Southeastern University Oceanographic Center**

Dr. Brian Walker will present the benthic habitat mapping of the southeast Florida reefs and discussion of the habitats, a historical geological perspective, and how the system changes along our coast. The Our Florida Reefs Marine Planner which is an online data viewer that people can use to view the mapping data and other regional data and create maps. Miss Costaregni will present a review of the Our Florida Reefs reef-use survey developed to gather information on where people are visiting the reefs offshore.

Thursday, January 15, 2015 at 5:30pm
Brogues DownUnder
621 Lake Ave
Lake Worth, FL 33460

RSVP to tcc.faep@gmail.com by January 14th

Members (Free) • Non-Members (\$15)
Appetizers and 1 beer or wine ticket will be provided

Visit us at <https://sites.google.com/site/tccfaep/home> for details



**Florida Association of
Environmental
Professionals
Treasure Coast Chapter**

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Palm Beach State College

Director
Niki Desjardin
Ecological Associates, Inc.

Director
Leslye Waugh
*South Florida Water
Management District*

Figure 10. Email sent to members of SFAEP Treasure Coast Chapter announcing the meeting presentation on January 15, 2015.

3.3. Jupiter Dive Center

Jupiter Dive Center located at 1001 N Highway A1A, Jupiter, FL 33477 was visited on January 26, 2015. One of the employees was unaware of OFR and the survey. The other woman I spoke with was familiar with OFR as she had applied to be on one of the community working groups. She placed the postcards with other outreach material that were on display for the patrons. She also said she would have the charter captains inform the divers and would post about the OFR survey on their Facebook page.

3.4. Scuba Works

Scuba Works located at 351 South US Hwy 1, Jupiter, FL 33477 was visited on January 26th, 2015. The owner, Jay Cates, was approached and informed about the OFR community planning process and survey. He was unaware of it and was very intent on learning more. He said he would display the postcards for customers but more importantly, he said he would make sure those patrons that went out on their charter boats on the weekends would be informed. He inquired whether survey participants log their trips as they complete them or whether they provide responses based on recollection of their activities in the past twelve months. He also asked whether the survey is only for local residents or whether visitors can complete the survey as well. Florida Freedivers

Florida Freedivers located at 905 US Highway 1, West Palm Beach, FL 33403 was visited on January 26th, 2015. This is the largest freediving-only store in the country. Chad, an employee, was informed about OFR and the survey. He was vaguely familiar with OFR but did not know about the survey. He placed the postcards on the checkout counter along with other media such as the mooring buoy location pamphlet and a postcard for the Blue Wild Symposium. He suggested we also try to attend this symposium in February as it has grown over the years and draws in ocean enthusiasts from many different locations with many different interests.

3.5. Jim Abernathy's Scuba Adventures

Jim Abernathy's Scuba Adventures located at 216 North Federal Highway, Lake Park, FL 33403 was visited on January 26th, 2015. The employees were unaware of OFR and the survey. They were informed about how the data in the survey would be used and given the example of mooring buoys to help protect the reef from further anchor damage. They replied to this saying that they have a large collection of anchors they have found on the reefs during their charter trips. They took a stack of postcards to give to their customers.

3.6. Brownie's Palm Beach Divers

Brownie's Palm Beach Divers located at 3619 Broadway, Riviera Beach, FL 33404 was visited on January 26th, 2015. Only one employee was present and he had not heard about OFR or the survey. He asked how long the survey would be open. Postcards were left at the checkout counter for future customers.

3.7. Bill Buckland's Fisherman's Center

Bill Buckland's Fisherman's Center located at 56 E. Blue Heron Blvd., Riviera Beach, FL 33404 was visited on January 26th, 2015. The store was fairly busy and we waited for a break in traffic to approach the owner, Bill Buckland. He was unaware of the OFR community planning process so he was briefed on how it began and what the goals of the process are. He was also informed about the survey, its importance, and how the data will be used. He was given a stack of postcards to give to customers.

3.8. Pura Vida Divers

Pura Vida Divers located at 2513 Beach Ct, Riviera Beach, FL 33404 was visited on January 26th, 2015. A charter dive boat had just returned so a fair number of patrons were present. The employee approached was aware of the OFR process but not the survey. He said he would display the postcards for customers and inform the charter captains about the survey so they could urge their patrons to complete it after they dive. One customer asked about the survey and took a postcard while we were giving them to the employee.

3.9. The Scuba Club

The Scuba Club located at 4708 North Flagler Dr., West Palm Beach, FL 33407 was visited on January 28th, 2015. The office manager, Sam Jacobs, was familiar with OFR but not the survey. She was very interested in promoting the cause to her customers. She voiced a concern that many dive charters go out to the same reefs but call it a different name. She was assured that the discrepancy in reef names would not be a problem as the survey has an interactive map and that participants indicate where they went based on location not on the name of a reef.

3.10. Wet Pleasures Dive Outfitters

Wet Pleasures Dive Outfitters located at 312 Lantana Rd., Lantana, FL 33462 was visited on January 28th, 2015. James Welton, Chief Operating Officer and Store Manager, said that the OFR logo looked familiar to him but he was not sure what OFR was. He was briefed on the OFR process and what it seeks to accomplish. He was also informed about the survey and its importance. Postcards were left to give to customers.

3.11. The Scuba Center Delray

The Scuba Center Delray located at 885 SE 6th Ave., Delray Beach, FL 33483 was visited on January 28th, 2015. Lee was familiar with OFR but not the survey. Postcards were left to distribute to customers.

3.12. Boca Surf and Sail

Boca Surf and Sail located at 3191 N. Federal Hwy., Boca Raton, FL 33431 was visited on January 28th, 2015. The employees were unfamiliar with OFR so they were informed of the process and the survey. Postcards were left at the checkout counter for customers.

3.13. Force E Boca Raton

Force E Boca Raton located at 2621 North Federal Hwy., Boca Raton, FL 33431 was visited on January 28, 2015. The two employees working there were familiar with OFR and the survey. Flyers had already been left by a community working group member and did not need to be replenished.

3.14. South Florida Women Divers Club – Planned Outreach Event

A presentation is planned for the South Florida Women Divers Club Dive Club meeting in March at Everglades University 5002 T-REX Avenue, Boca Raton, FL 33431. The exact date has not been determined but correspondence has been made with Michelle Gonzales, the president of the club.

3.15. Artificial Reef and Estuarine Enhancement Committee – Planned Outreach Event

A presentation is planned for the Artificial Reef and Estuarine Enhancement Committee meeting on March 5th, 2015 at the Palm Beach County Department of Environmental Resources Management. The original date was planned for January however the committee decided not to meet that month due to low attendance. Correspondence has been made with Carman Vare, the Environmental Program Supervisor at Palm Beach County Department of Environmental Resources Management.

4. OFR SURVEY OUTREACH ACTIVITIES IN MARTIN COUNTY

4.1. Stuart Rod and Reel Club


A presentation was given at the Stuart Rod and Reel Club meeting at the Quality Inn Banquet room 950 SE. Federal Hwy. Stuart, FL 34994 on January 8th, 2015. Around 50 members were present. Approximately 80% of those were male. Due to technology complications, a Powerpoint presentation could not be given. This did not hinder the success of the outreach event however. The same material was still presented minus the visuals. Following the meeting, all members were emailed a document with the promised materials including the contact for their CWG representative, information on how to download the ESRI reef locator map, detailed instructions on how to access and navigate the OFR Marine Planner, and detailed instructions on how to access and take the OFR survey.

4.1.1. Questions and response

- **Question:** Do you know what happened to the mooring buoys on St. Lucie Reef?
Response: I was unaware that the mooring buoys on St. Lucie Reef are no longer there but I will check into the matter and get back to you as soon as I can.
- **Question:** Can anyone take the survey and how are you preventing people from taking the survey more than once?
Response: Anyone who has used the areas offshore southeast Florida in the past twelve months can take the survey. We are preventing people from taking the

survey more than once by having them submit their email. This sends them a unique survey link that only they can access and prevents them from being able to submit their email for a new link.


Visit us at www.stuartrodandreel.com for more info.



TrueLies

THE STUART ROD & REEL CLUB NEWSLETTER

January 2015



NEW MEETING PLACE AND FOOD

JANUARY MEMBERSHIP MEETING

Our SRRC monthly meetings will no longer be held at Knights of Columbus. Starting with our January 8th, 2015 meeting, we will be holding our monthly meetings at the Quality Inn on US 1 in Stuart. The monthly meetings will continue to be held at 6:00 pm on same dates as before (i.e. 2nd Thursday of every month Jan thru November). Exception: No December meeting since Christmas Party will replace monthly meeting.


Please try to be there at 6:00 to expedite ordering and timely delivery of food.


Details of Location:
 Quality Inn Banquet Room
 950 SE Federal Highway
 Stuart, FL 34994
 772-287-3171

For those of you familiar with Stuart, the Quality Inn is located on the West side of US 1, just north of the MacDonald's Restaurant but South of the Kanner Hwy/US 1 intersection. We will be meeting in the Banquet Room door located between the Quality Inn and Flanigan's Restaurant. You will see our meeting sign outside door.

Bring an appetite (if you wish) since Flanigan's will be offering us some excellent meals and will be served at your table. These people are well known for their great cuisine. Both the fish and the food are back at SRRC! Bring a guest.

Our Guest Speaker
 Amanda Costaregni is a graduate student and research assistant in Dr. Walker's GIS & Spatial Ecology Lab at the Nova Southeastern University Oceanographic Center. During her presentation, she will briefly explain Our Florida Reefs, a community planning process designed to increase public involvement in the future management of southeast Florida's coral reefs.





THE FOLLOWING ENTREES ARE SERVED WITH A DINNER CAESAR SALAD, 3 GARLIC ROLLS, AND A SIDE ITEM OF YOUR CHOICE.

Entrée choices

HALF BBQ CHICKEN AND SIDE ITEM

FRIED SHRIMP PLATE AND SIDE ITEM

CAJUN PORK RIBEYE DINNER AND SIDE ITEM

GIUSEPPE'S PASTA.....(NO SIDE ITEM FOR THIS DISH)

Side item choices

Baked potato	dirty rice	black beans and rice
French fries	coleslaw	

Beverage choices included in price of meals

Iced tea—sweet or un sweet.....cola.....diet cola.....root beer.....pink lemonade.....sprite.....coffee

10 oz domestic draft beer

glass of house wine

TOTAL PRICE TAX AND TIP INCLUDED IS \$ 18.00 PER PERSON.

\$DUES REMINDERS\$

Reminder from the treasurer: 2015 is just around the corner. Our annual dues for 2015 will remain the same: family \$95, individual \$80. Please make checks payable to: **Stuart Rod and Reel Club**. We operate on a calendar year, so try to send in your membership dues by January 1st or bring them to our monthly meeting. **PLEASE NOTE:** Date your checks for December 15th or after. We will be depositing all checks after January 1st so funds will be posted in the new year.

Send Dues to:
 Craig Halliwill, Treasurer, 2996 S. E. Fairway West,
 Stuart, FL 34997

Figure 11. Email reminder sent out to the Stuart Rod and Reel Club members announcing the January meeting and the OFR survey presentation.

4.2. Martin County Marina

Martin County Marina located at 1400 SW Chapman Way, Palm City, FL 34990 was visited on January 26th, 2015. OFR survey postcards were left in the main office and placed next to other educational material they keep there. Both employees that were informed about the OFR process and the OFR survey were not aware of either.

4.3. Stuart Dive Shop

Stuart Dive shop located at 3317 SE Federal Highway, Stuart, FL 34997 was visited on January 26th, 2015. The dive shop employees were already familiar with OFR and the survey as Peter Friedman is a member of the SEFCRI team. They showed us a stack of postcards that were already left out for customers. The stack was very low and was replenished.

4.4. Pirate's Cove Marina

The Dock Master Office and store at Pirate's Cove Marina located at 4307 SE Bayview St, Stuart, FL 34997 was visited on January 26th, 2015. This marina has many charter fishing boats that dock there. The employee reached was not familiar with OFR or the survey and was intent on learning more. He took a stack of postcards to give to patrons and charter fishing captains.

Table 1. Survey outreach events attended to inform members or participants about the OFR coastal and ocean use survey.

Name	Club Type	Event Type	Event Date	Event Location	County	Attendees
Hollywood Hills Saltwater Fishing Science and Social Club	Fishing Club	Monthly meeting	10/1/2014	Shananigan's Eastside Pub 1300 S Federal Hwy Dania Beach, FL 33004	Broward/ Miami-Dade	45
SFAEP	Environmental Club	Conference/ Symposium	11/5/2014	Tree Tops Park 3900 S.W. 100th Ave. Davie, FL 33328	Broward	50
Jupiter Drift Divers	Diving Club	Monthly meeting	11/6/2014	Jupiter Fire Station 805 North U.S. Hwy 1 Jupiter, FL 33477	Palm Beach	30
Lighthouse Point Saltwater Fishing Club	Fishing Club	Monthly meeting	12/3/2014	Lighthouse Point Yacht Club 2701 Ne 42nd St. Lighthouse Point, FL 33064	Broward	60-70
Stuart Rod and Reel Club	Fishing Club	Monthly meeting	1/8/2015	Quality Inn 950 SE Federal Hwy Stuart, FL 34994	Martin	50
South Florida Underwater Photography Club	Diving/ photography Club	Monthly meeting	1/13/2015	Courtyard Marriott 2440 W Cypress Creek Rd. Ft. Lauderdale, FL	Broward	50
Dive in Lecture Series and SFUPS photo gallery opening	General public event	Special Event	1/14/2015	Nova Southeastern University 8000 N Ocean Dr. Dania Beach, FL 33004	Broward	60
SFAEP Treasure Coast Chapter	Environmental Professionals Club	Monthly meeting	1/15/2015	Brogues Down Under 621 Lake Ave. Lake Worth, FL 33460	Palm Beach	30
South Florida Women Divers Club	Dive Club	Monthly Meeting	Planned for March (exact date TBD)	Everglades University 5002 T-REX Avenue, Boca Raton, FL 33431	Palm Beach	N/A
Artificial Reef and Estuarine Enhancement Committee	Environmental Club	Monthly Meeting	3/5/2015 (morning meeting)	Palm Beach County Department of Environmental Resources Management	Palm Beach	N/A
Active Divers Association	Dive Club	Spring Kick-off Event	Planned for 3/21/2015	John U. Lloyd State Park Dania Beach, FL	Broward	N/A
USA (Under Sea Adventurers) Dive Club	Dive Club	Monthly Meeting	Planned for 3/5/2015	Courtyard Marriott 2440 W. Cypress Creek Rd Fort Lauderdale, FL 33309	Broward	N/A

Table 2. Survey outreach locations visited and given survey postcards (includes dive shops, marinas, fishing stores, and surf shops).

Outreach Locations	Location Type	Date Visited	Address	County
Grove Scuba	Dive	12/2/2014	3310 Mary Street Coconut Grove, FL 33133	Miami-Dade
Ocean Safari Diving Adventures	Dive	12/2/2014	677 SW 1st Street Miami, FL 33130	Miami-Dade
Tarpoon Lagoon Dive Center	Dive	12/2/2014	Miami Beach Marina 300 Alton Road Miami Beach, FL 33139	Miami-Dade
Martin County Marina	Marina	1/26/2015	1400 SW Chapman Way, Palm City, FL 34990	Martin
Stuart Dive Shop	Dive	1/26/2015	3317 SE Federal Highway, Stuart, FL 34997	Martin
Pirate's Cove Marina	Marina/Fishing	1/26/2015	4307 SE Bayview St, Stuart, FL 34997	Martin
Jupiter Dive Center	Dive	1/26/2015	1001 N Highway A1A, Jupiter, FL 33477	Palm Beach
Scuba Works	Dive	1/26/2015	351 South US Hwy 1, Jupiter, FL 33477	Palm Beach
Florida Freedivers	Freedive	1/26/2015	905 US Highway 1, West Palm Beach, FL 33403	Palm Beach
Jim Abernathy's Scuba Adventures	Dive	1/26/2015	216 North Federal Highway, Lake Park, FL 33403	Palm Beach
Brownie's Palm Beach Divers	Dive	1/26/2015	3619 Broadway, Riviera Beach, FL 33404	Palm Beach
Bill Buckland's Fisherman's Center	Fishing	1/26/2015	56 E. Blue Heron Blvd., Riviera Beach, FL 33404	Palm Beach
Pura Vida Divers	Dive	1/26/2015	2513 Beach Ct, Riviera Beach, FL 33404	Palm Beach
The Scuba Club	Dive	1/28/2015	4708 North Flagler Dr., West Palm Beach, FL 33407	Palm Beach

Table 3. Continued.

Outreach Locations	Location Type	Date Visited	Address	County
Wet Pleasures Dive Outfitters	Dive	1/28/2015	312 Lantana Rd., Lantana, FL 33462	Palm Beach
The Scuba Center Delray	Dive	1/28/2015	885 SE 6th Ave., Delray Beach, FL 33483	Palm Beach
Boca Surf and Sail	Surf/Sail	1/28/2015	3191 N. Federal Hwy., Boca Raton, FL 33431	Palm Beach
Force E Boca Raton	Dive	1/28/2015	2621 North Federal Hwy., Boca Raton, FL 33431	Palm Beach
Dixie Divers	Dive	1/28/2015	455 South Federal Hwy., Deerfield Beach FL 33441	Broward
Scuba Network Deerfield	Dive	1/28/2015	959 S. Federal Hwy. Deerfield Beach, FL 33441	Broward
South Florida Diving Headquarters	Dive	1/28/2015	2621 N. Riverside Dr., Pompano Beach, FL 33062	Broward
Deep Blue Divers	Dive	1/28/2015	4348 N. Ocean Dr., Lauderdale By The Sea, FL 33308	Broward
Scuba School and Dive Center	Dive	1/28/2015	3329 East Oakland Park Blvd., Fort Lauderdale, FL 33308	Broward
Underseas Sports	Dive	1/28/2015	1450 N. Federal Hwy., Fort Lauderdale, FL 33304	Broward

5. OFR SURVEY EMAIL AND SOCIAL MEDIA OUTREACH ACTIVITY

The OFR survey was sent out to various email list serves between August and February. (See Table 2.) These included but were not limited to, dive organizations, fishing organizations, universities, the scientific community. A sample of the general email that was sent can be found in figure 11. Emails were not only sent out but social media was also used to reach the public. A screen shot of one of these social media posts can be viewed in figure 12.

Table 4. List of club or organization that sent the OFR survey outreach emails to their members.

EMAIL LIST NAME	DATE SENT
NSU Faculty and Staff	10/9/2014
NSU students	10/9/2014
Tool Project Team	9/30/2014
Hollywood Hills Science and Fishing Club	10/15/2014
FDEP Staff	9/30/2014
Pompano Beach Offshore Anglers Club	10/31/2014
Florida Marine Life Association (FMLA)	11/20/2014
SEFCRI contact list	10/18/2014
Coral List	12/5/2014
Rosenstiel School of Marine and Atmospheric Science (RSMAS)	10/16/2014
Marine Industries Association of South Florida (MIASF)	12/3/2014
Force-E	10/23/2014
Jupiter Drift Divers	11/3/2014
Divers Direct	12/16/2014
Florida Sportsman	10/28/2014
Swordfish Central	10/28/2014
The Hull Truth	10/28/2014
International Game Fish Association (IGFA)	12/3/2014
Subscribers of Manatee Mortality	10/22/2014
Subscribers of New Scientific Publications from FWRI	10/22/2014
Subscribers of Red Tide Status	10/22/2014
Subscribers of News Releases	10/22/2014
Subscribers of Monthly Highlights	10/22/2014
ScubaBoard	11/21/2014
Save Our Reefs License Plate	11/20/2014
Mote Marine Lab Facebook	11/21/2014
Florida Sea Grant Facebook	11/22/2014
Divers Direct Facebook	11/23/2014
The Fishing Wire	12/2/2014

EMAIL LIST NAME	DATE SENT
FDEP Press release	11/15/2014
NOVA Press release	11/24/2014
CRCP Facebook & Twitter-recurring	recurring
Printed Ad in FWC Fishing regulations January 2015- July 2015	11/1/2014
Keiser University	12/3/2014
Gulf and Caribbean Fisheries Institute (GCFI)	12/5/2014
SEFCRI Fishing clubs	12/8/2014
SEFCRI Dive businesses	12/8/2014
Active Divers Association (ADA)	12/12/2014
Coral List	12/12/2014
Water Management District	12/18/2014
South Florida Spearfishing Club	1/6/2015

Add your voice to the Our Florida Reefs Community Planning Process!

Hello <Insert addressee here>,

We are excited to announce the launch of the ***Our Florida Reefs coastal and ocean use survey!*** This survey is being conducted as part of a local initiative for our area, known as Our Florida Reefs. Hosted by the Southeast Florida Coral Reef Initiative (SEFCRI), this planning process brings together the community of local residents, reef users, business owners, visitors and the broader public in Miami-Dade, Broward, Palm Beach, and Martin counties to develop management recommendations that can become part of a comprehensive management strategy to ensure healthy coral reefs in the future.

Please follow this link to register <http://ofr-coastal-use.point97.io/respond/register/ofr-mapping> or visit the *Our Florida Reefs* webpage at www.ourfloridareefs.org and click on the MAPPING tab.

WHAT: We are collecting information on how you enjoy the reefs in Miami-Dade, Broward, Palm Beach, and Martin counties. By providing information on where you fish, dive, boat, surf, etc. you will be part of the data used by the *Our Florida Reefs* Community Working Groups to enhance recommendations on managing our reefs to better balance resource use and protection.

HOW: When you enter your e-mail address at the web address above, you will be sent a personal link to your survey. This link will allow you to access the survey as many times as needed. All of your work will be saved and you will be able to open and edit your survey until it is complete. **Once the "submit" button is selected, however, it is considered finalized and you may no longer edit your survey.**

And don't worry, any personal information remains private and the locations you provide will be general in nature. Thank you for taking the time to contribute your valuable information to the *Our Florida Reefs* community planning process.

Please share this survey with friends and family! We want everyone in the region to have a chance to be involved and tell us how they use our Florida reefs.

Sincerely,

xxxxxxx

Figure 12. Example of the survey outreach email sent out to stakeholders



Figure 13. Facebook post by Protect Our Reefs promoting the OFR survey.



Figure 14. Facebook post by Florida's Coral Program advertising the OFR survey. It is important to note that October 16th, 2014, that date this post was created and shared by sixteen others, had a large spike in survey responses.

6. OFR SURVEY PRESS OUTREACH ACTIVITY

Along with attending outreach events, visiting dive shops and marinas, and sending survey outreach emails, a press release was created by Joe Donzelli, Nova Southeastern University's Associate Director of the Office of Public Affairs. The press release can be found in figure 13. Various media groups covered the story including The Sun Sentinel, The Fishing Wire, and Nova Southeastern University's Shark Bytes. These press articles can be found below in Figure 15. Nova Southeastern University survey press release.

FOR IMMEDIATE RELEASE

XXX XXX, XXXX

Joe Donzelli | Office of Public Affairs
 954-262-2159 (office)
 jdonzelli@nova.edu



Nova Southeastern University Joins Florida Department of Environmental Protection to Learn How Reefs Are Being Used

Project Seeks Input from the Community

FORT LAUDERDALE-DAVIE, Fla. – Florida is world-famous for its pristine beaches, abundant sunshine and the various watersports it offers both visitors and residents. Many of those ocean activities involve our coral reefs in some way, shape or form. Whether it's a day of scuba diving, fishing for the next "big catch" or taking part in mini-lobster season, our reefs are a major attraction. But there's more to the story – our reefs are in trouble.

"Since the 1960s, NSU's Oceanographic Center has been working to learn more about our marine environment, the role it plays and how we can be better stewards of this natural resource," said Richard Dodge, Ph.D., dean of the Oceanographic Center. "Today, more than ever, it's vital that we continue to learn how to strike a balance between enjoying our precious resources in the sea and ensuring that they remain vibrant and thrive for generations to come."

To that end, [Nova Southeastern University's Oceanographic Center](#) has teamed up with the Florida Department of Environmental Protection and the Southeast Florida Coral Reef Initiative (SEFCRI) to launch the *Our Florida Reefs* coastal and ocean use survey. This survey is being conducted as part of a local initiative for our area, known as *Our Florida Reefs*. The survey is intended for anyone – local, state, national or international – who has enjoyed the coral reefs in Southeast Florida to provide information on their experiences. You can find the survey by visiting *Our Florida Reefs* webpage at www.ourfloridareefs.org and click on the MAPPING tab.

Brian Walker, Ph.D., a researcher at NSU's Oceanographic Center, has coordinated a group of local stakeholders, agency representatives and computer programmers from Point 97 in Oregon to develop a reef-use survey to poll the public.

"The data collected from the survey will provide essential information for developing appropriate management strategies whilst affecting the least amount of users," Walker said.

By providing information on where you fish, dive, boat, surf, etc. local residents, reef users, business owners, visitors and the broader public in Miami-Dade, Broward, Palm Beach, and Martin will be part of the data used by the *Our Florida Reefs* Community Working Groups to enhance recommendations on managing our reefs to better balance resource use and protection while ensuring healthy coral reefs for future generations.

Coral reefs are not visible to most people, so the old "out of sight, out of mind" paradigm plays a role in this equation. The idea is to shift that dynamic so everyone understands the importance of our reefs from both an environmental and economic standpoint for Southeast Florida.

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About Nova Southeastern University: Situated on 314 beautiful acres in Ft. Lauderdale, Florida, Nova Southeastern University (NSU) is a dynamic research institution dedicated to providing high-quality educational programs at all levels. NSU is an independent, not-for-profit institution with 26,000 students at campuses in Fort Lauderdale, Fort Myers, Jacksonville, Miami, Orlando, Palm Beach and Tampa, Florida as well as San Juan, Puerto Rico. NSU awards associate's, bachelor's, master's, specialist, doctoral and first-professional degrees in a wide range of fields. NSU is classified as a research university with "high research activity" by the Carnegie Foundation for the Advancement of Teaching, and it is one of only 37 universities nationwide to also be awarded Carnegie's Community Engagement Classification. For more information, please visit www.nova.edu. *Celebrating 50 years of academic excellence!*

Figure 15. Nova Southeastern University survey press release.

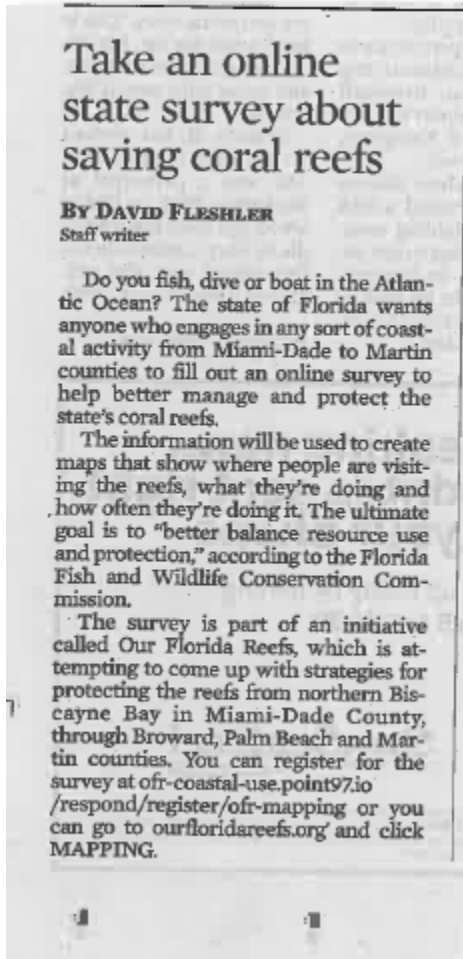


Figure 16. Article in the Sun Sentinel covering the OFR survey.

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Pride Bites

Pride Bite: NSU's Oceanographic Center Researchers help conduct Survey to Help Provide Better Stewardship for our Coral Reefs

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This entry was posted on Monday, November 24th, 2014 at 5:34 pm and is filed under [Current Sharkbytes](#), [Pride Bites](#), [SharkBytes](#), [SharkBytes Archive](#), [SharkBytes Mass Mail](#). You can follow any responses to this entry through the [RSS 2.0 feed](#). Both comments and pings are currently closed.

Figure 17. The OFR Survey covered in Nova Southeastern University SharkBytes electronic newsletter.

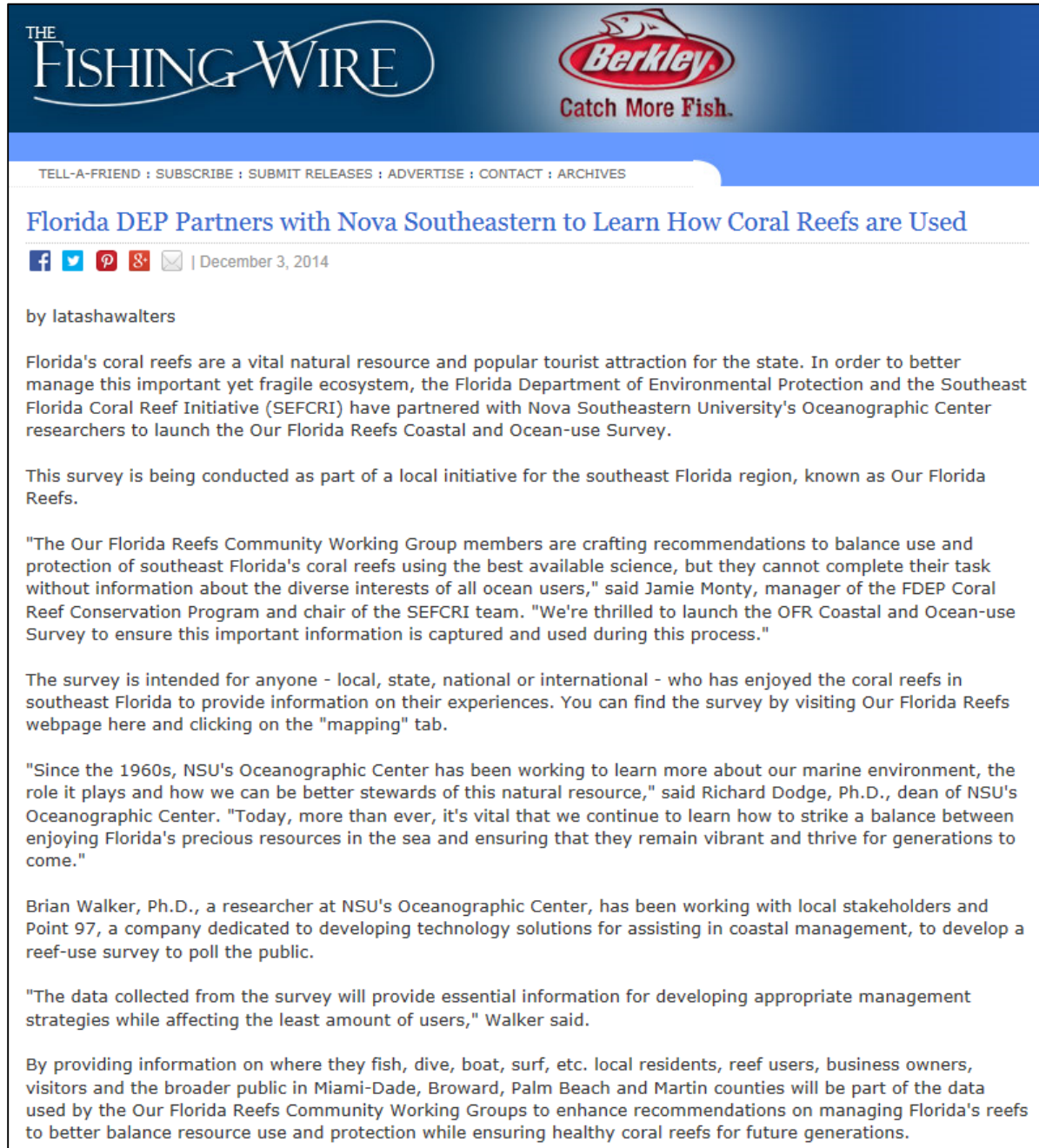


Figure 18. Article on The Fishing Wire website highlighting the OFR survey and its importance.

SURVEY OUTREACH BY DATE

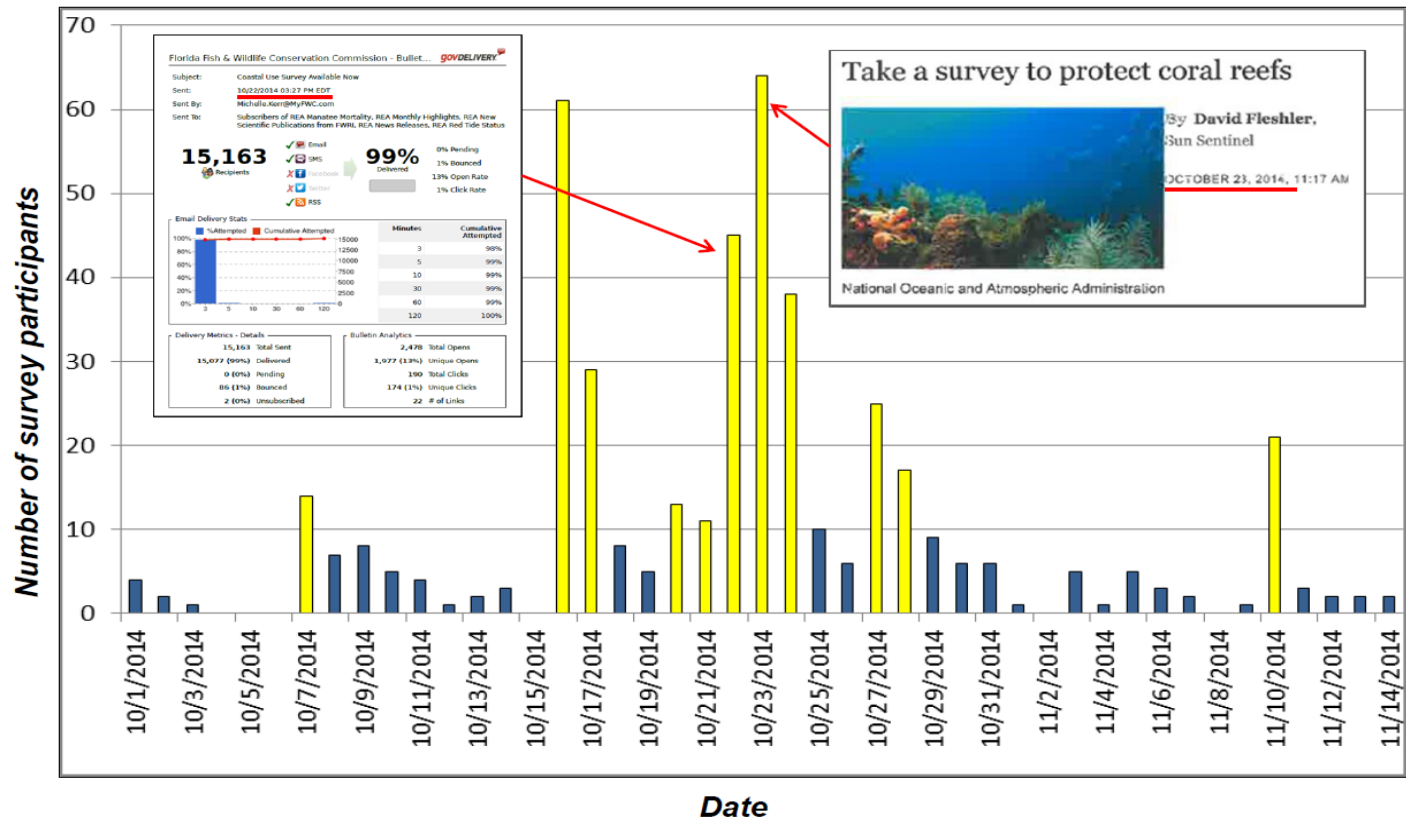


Figure 19. Graph of the number of participants who took the OFR survey from October when it opened to November 14th, 2014. These dates were chosen as they had the largest spikes in survey participation. The bars in yellow indicate that more than 10 surveys were taken that day. Within this date range, two outreach events caused large spikes, the FWC email to over 15,000 people on October 22nd, 2014 and the Sun Sentinel media coverage on October 23rd, 2014. The large spike on October 16th, 2015 may be due to the social media posts created and shared that day.

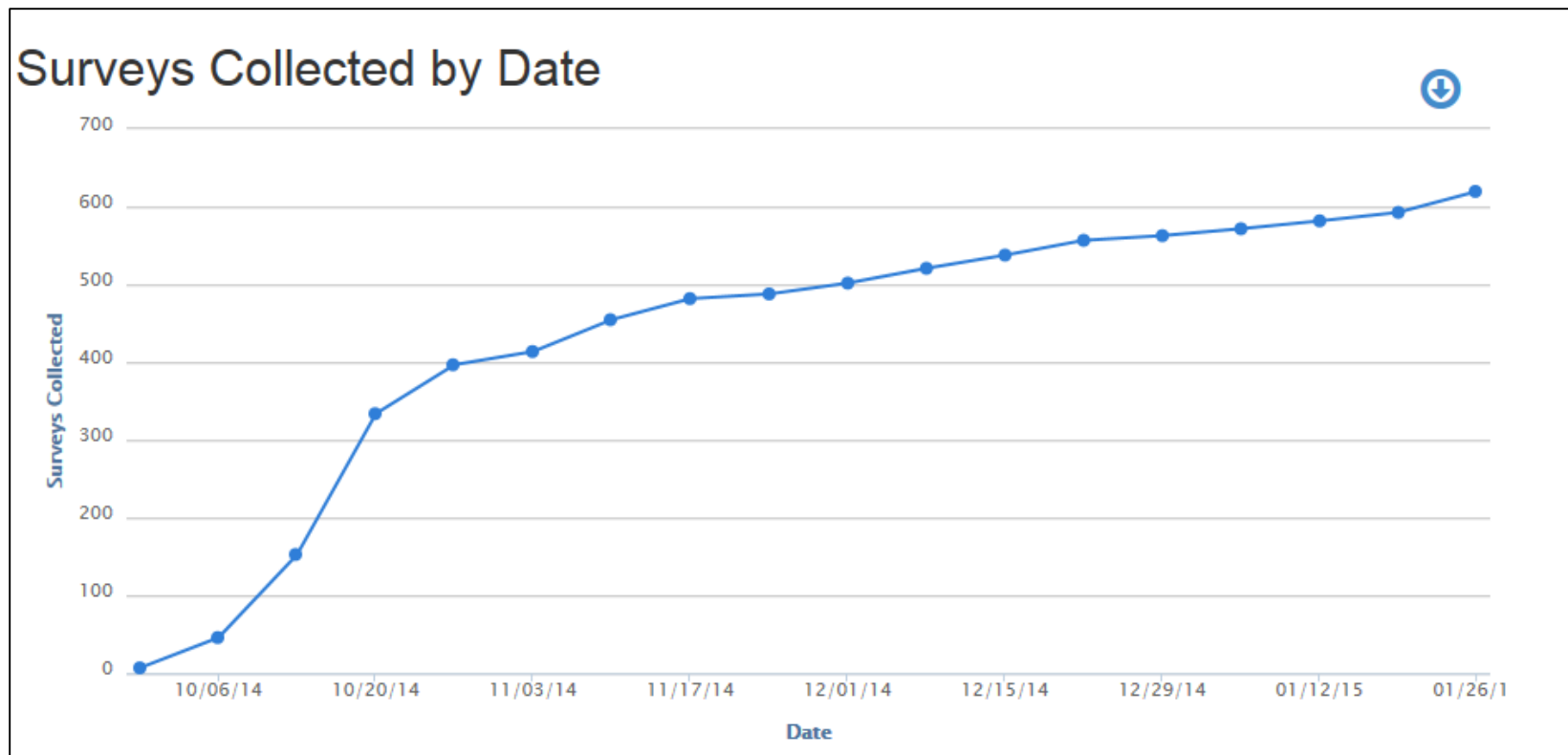


Figure 20. Number of surveys collected by date from the start of the survey on August 30th, 2014 to January 30th, 2015. The first 500 surveys were collected in the first three months between August 30th, 2014 and December 1st, 2014. The next two months produced only 120 more surveys.